

# Electronics and Appliance Specialist Retailers in New Zealand

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## Abstracts

Electronics and appliance specialist retailers was not considered to be an essential retail channel when the pandemic initially emerged and restrictions including a lockdown were introduced to control the spread of the virus. While this initially impacted sales, the creation of the home office, and demand for at-home entertainment contributed to greater spending on consumer appliances and electronics. With many New Zealanders resorting to working and schooling from home, electronics and applianc...

Euromonitor International's Electronics and Appliance Specialist Retailers in New Zealand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Electronics and Appliance Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Online purchases continue to outperform store-based growth in 2021

Noel Leeming eliminates paper ticketing across all stores

#### PROSPECTS AND OPPORTUNITIES

Online sales will continue to grow, even though demand will still be driven by offline actions

As New Zealand exits the era of lockdowns, click-and-collect presents opportunities for retailers

Working from home continues to present opportunities for the growth of portable computers

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